

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

12

February 10, 2004

**FROM: THOMAS R. LAURIN, DIRECTOR
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT**

**SUBJECT: CONTRACT FOR PROMOTION OF RECREATION AND TOURISM WITH
LAKE ARROWHEAD COMMUNITIES CHAMBER OF COMMERCE**

RECOMMENDATION: Approve contract between the County of San Bernardino and Lake Arrowhead Communities Chamber of Commerce in the amount of \$164,487 for the promotion of recreation and tourism in calendar year 2004.

BACKGROUND INFORMATION: On June 24, 2003, upon adoption of the Final Budget for FY 03-04, the Board of Supervisors allocated funds to be distributed to various Chambers of Commerce in unincorporated communities for promotion of tourism and recreation. The program represents a mechanism through which the County is able to distribute a portion of transient occupancy tax revenues to promotional organizations as compensation for conducting such activities. Under this proposed agreement, the Lake Arrowhead Communities Chamber of Commerce will receive \$164,487 for implementing a plan of promotional activities for the area during calendar year 2004. Similar agreements have been approved with chambers since the inception of the program in the mid-1970s.

Agreements with other chambers will be completed under purchase orders, with the exception of Big Bear Chamber of Commerce which will also be brought before the Board for approval. A total of eighteen (18) chambers will be participating in this year's program. Under the program, chambers of commerce serving unincorporated areas of the County are eligible to receive funding for the promotion of recreation and tourism in amounts which reflect the pro rata share of bed tax revenues generated from lodging facilities within their service areas. A total of \$270,000 will be distributed for the FY 2003/04 program.

REVIEW AND APPROVAL BY OTHERS: The contract was reviewed and approved by Deputy County Counsel, Michelle D. Blakemore (909-387-5455) on February 2, 2004; the Department of Economic and Community Development's Contract Compliance designee David Larsen (909-388-0859) on February 2, 2004; and the County Administrative Office, Patricia M. Cole, Administrative Analyst III (909-387-5346) on February 2, 2004.

FINANCIAL IMPACT: Sufficient appropriations are available in the Department of Economic and Community Development's adopted budget for fiscal year 2003-04 (AAA-ECD-ECD).

SUPERVISORIAL DISTRICT(S): 3rd.

PRESENTER: Thomas R. Laurin, Director, 388-0808.

Record of Action of the Board of Supervisors

12